

SANDY CITY  
APPROVED POSITION SPECIFICATIONS

I. <u>Position Title:</u> Marketing/Development Specialist	<u>Revision Date:</u> 1/08 <u>EEO Code:</u> Admin. Support <u>Status:</u> Non-exempt <u>Control No:</u> 30607
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II.     Summary Statement of Overall Purpose/Goal of Position:

Under the direction and supervision of the Director of Community Events, develop and implement a comprehensive plan for marketing events at the Sandy City Amphitheater, the Sandy Arts Guild and other events in Sandy City produced by the Community Events division. This position is also responsible to write grants and work with foundations and Salt Lake County's Zoo, Arts & Parks program to provide support for the Sandy Amphitheater, the Sandy Arts Guild and potential future facilities. This position will coordinate with sponsors regarding promotional material and other sponsor needs.

III.    Essential Duties

- Manage Box Office Operations and personnel including hiring, training, scheduling and disciplining assigned employees.
- Create a successful season ticket sales campaign for the Sandy City Amphitheater.
- Develop and implement a successful strategy for individual ticket sales.
- Promote the events produced by the Community Events division, Sandy City Amphitheater and the Sandy Arts Guild.
- Communicate with all media outlets and types regarding press releases and interviews.
- Maintain an accurate database of patrons and sponsors/contributors.
- Solicit bids and coordinate all promotional printing.
- Oversee and coordinate playbill publication.
- Collect and document news stories, ads and press releases regarding Sandy Community Events, the Sandy Amphitheater and the Sandy Arts Guild.
- Research funding sources for arts programs.
- Write grants.
- Develop "Giving Programs"
- Coordinate sponsorship expectations.

IV.    Marginal Duties:

- Perform other duties as assigned.
- Assist in event operations

V.     Qualifications

**Education:** Associate's degree in English, Communications, Marketing or related field required; Bachelor's degree in related field preferred.

**Experience:** One year experience in marketing, sales, or publications editing required. Experience with not-for-profit arts preferred. Some supervisory experience preferred.

**Probationary Period:** A one-year probationary period is a pre-requisite to this position.

**Knowledge of:** Basic public relations skills, media relations, marketing strategies and corporate giving.

**Responsibility for:** Responsible to support and promote all events at the Amphitheater and in Sandy City to the fullest extent possible.

**Communication Skills:** The position requires excellent communications skills, both written and oral and an ability and/or willingness to work on sales specific objectives.

**Tool, Machine, Equipment Operation:** Basic computer skills in word processing, spread sheets required. Desktop publishing programs skills a plus.

**Analytical Ability:** Must have the ability to gather and report outcome data from marketing strategies; must be able to use independent judgement to resolve problems.

VI. Working Conditions:

*Physical Demands:* While performing duties of job, employee typically handles office equipment, objects, or controls; may periodically bend, stoop or crouch; and frequently communicates with others. Work may involve some physical exertion, the need to stand for long periods of time and some lifting may be required; up to 20lbs.

*Work Environment:* Generally comfortable working conditions with some field work at performance and event sites. The noise level in the work environment is usually moderate, but possible increased noise exposure is expected while attending events. Work is performed with little supervision; some evening, weekend, holiday and work from home required; must dress and groom in a manner congruent with the image of Sandy City. Sometimes work is required in inclement weather.

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities, skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation, or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same or similar position. Management reserves the right to add or change duties at any time.

DEPT/DIV. APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

PERSONNEL DEPT. APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_